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Japan

Promotion Opportunities

Annual

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Report Highlights:

Key upcoming marketing activities of the U.S. Agricultural Trade Offices in Japan (Tokyo and Osaka) this year include: Foodex Japan 2004, the largest international food and beverage exhibition in Asia, March 9-12; the Japan Flower & Garden Show 2004, Japan's largest flower show, March 26-28; IFIA Japan 2004, Japan's leading food ingredients trade show & conference, May 26-28; Health Ingredients Japan 2004, where a U.S. Pavilion is being organized for just the third year at this growing show with a health ingredients focus, October 5-7; Inter-Food Osaka, targeting Kansai and Western Japan buyers, September 14-16; and various ATO-sponsored promotional events and activities including: U.S. product showcases, reverse trade missions to key U.S. food shows, menu fairs, participation in regional wholesaler shows, dissemination of PR/food safety information, and the Virtual Great American Food Market.

Includes PSD Changes: No
Includes Trade Matrix: No
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The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer. Please contact the show organizers directly for further information.

I. FAS/W ENDORSED TRADE SHOWS

Large-Scale Trade Shows			
Date	Event/Description	Location	Contact/Organizer
3/9-12	Foodex Japan 2004 (the largest international food and beverage exhibition in Asia)	Makuhari Messe, Chiba (near Tokyo)	Japan Management Association - Convention Division Fax: 81-3-3434-8076 http://www.jma.or.jp/FOODDEX/
5/26-28	IFIA Japan 2004 (International Food Ingredients & Additives Exhibition and Conference)	Big Sight, Tokyo	E.J. Krause & Associates Fax: 81-3-5212-6091 Yokoi@ejk-japan.co.jp
10/5-7	Health Ingredients Japan 2004 (3 rd year for U.S. Pavilion at this show with a health ingredients focus)	Big Sight, Tokyo	Mr. Nito CMP Japan Co., Ltd. Fax: 81-3-5296-1018 http://www.cmpjapan.com

Note: ATO Tokyo is working with show organizers to manage U.S. pavilions at each FAS-sponsored show.

II. OTHER TRADE SHOWS

Large-Scale Trade Shows			
Date	Event/Description	Location	Contact/Organizer
3/26-28	The 14 th Annual Japan Flower & Garden Show 2004 (the largest flower show in Japan for both professionals and the general public exhibiting fresh flowers, cut flowers, gardening supplies, and a variety of flower-related products.)	Makuhari Messe, Chiba	Japan Home Garden Association (JGA) Web: http://www.kateiengai.or.jp (select English version) R. Nomura, ATO Osaka E-mail: Ritsuko.Nomura@usda.gov
4/8-10/11	Pacific Flora Japan 04	Hamanako Garden Park, Shizuoka	Association for Shizuoka International Garden and Horticulture Exhibition http://www.flora2004.or.jp/
5/13-16	Japan Food Service Show (one of the largest food service show	Yokohama	Japan Food Service Association

	targeting mainly consumers)		Fax: 81-3-5219-9569
July	Kyushu Restaurant Business Fair	Kyushu	Japan Food Service Wholesale Association Kyushu & Okinawa Branch ATO Osaka, E-mail: office@greatamericanfood.info
9/14-16	Inter-Food Osaka (ATO/Osaka will organize a Great American Food "GAF" Show Kansai pavilion within)	Osaka	Japan Management Association Osaka FAX: 81-6-6261-5852 M. Matsumoto, ATO Osaka E-mail: Masahiro.Matsumoto@usda.gov
10/7-8	Food Service Industry Fair	Tokyo	Japan Food Service Distribution Association Fax: 81-3-3258-6367
10/14-16	1 st International Flower Expo Tokyo (IFEX)	Big Sight, Tokyo	Japan Floral Marketing Association IFEX Show Management: Reed Exhibitions Japan E-mail : ifex@reedexpo.co.jp R. Nomura, ATO Osaka E-mail: Ritsuko.Nomura@usda.gov

Retail/Wholesale Activities

ATO/Tokyo and ATO/Osaka introduce U.S. Cooperators and U.S. companies and their respective consumer-oriented products to Japanese national and regional supermarket chains and wholesalers. Accordingly, the ATOs organize various business meetings, retail buyer showcases and participation in wholesaler shows throughout Japan, providing invaluable access to key Japanese retail and wholesale players. Each U.S. participant receives introductions to buyers for their specific products and has an opportunity to hold direct business discussions. Because of customs clearance and short lead time, it is usually necessary for a U.S. company to have a representative or agent in Japan to be able to participate in these activities. The following is a list of events scheduled to date:

Business Meetings, Buyer Showcases & Wholesaler Shows: Retail				
Date	Event/Description	Target Companies	Location	Contact
6/10-11	ATO/Tokyo pavilion at Shoei Shokuhin 100 th Anniversary Food Fair	Retail/Wholesale customers of Shoei Shokuhin	Tokyo	J. Noguchi, ATO Tokyo E-mail: Juri.Noguchi@usda.gov
Sept	ATO/Tokyo-organized "GAF" theme Regional Showcase "Saitama U.S. Food Expo"	Regional retailers, wholesalers, and food service companies	Saitama Prefecture	N. Haruta, ATO Tokyo E-mail: Nobuo.Haruta@usda.gov
Sept	ATO/Osaka Pavilion	Asahi Food	Kochi	M. Matsumoto, ATO Osaka

	at Asahi FOODLAND 2004 Wholesaler Show	Wholesale Customers		E-mail: Masahiro.Matsumoto@usda.gov
Oct	RY Foods Wholesaler Show	RY Food Wholesale Customers	Osaka	M. Matsumoto, ATO Osaka E-mail: Masahiro.Matsumoto@usda.gov

American Fairs, American Kitchen Fairs, American Lunch Buffets, and other ATO-sponsored retail promotions are an ideal way to expand sales and network with a large number of trade customers in the retail market, if you have a Japanese agent or importer. Below are the ATO-sponsored fairs and promotions in Japan scheduled to date. (Please note, many events are TBD until matters are resolved between the U.S. and Japan regarding the current import ban on U.S. beef.)

American Fairs & Promotions: Retail				
Date	Event	Company	Location	Contact
TBD	American Week	Kinokuniya	Tokyo	N. Haruta, ATO Tokyo E-mail: Nobuo.Haruta@usda.gov
TBD	Coop American Fair	Coop Sapporo	Hokkaido	N. Haruta, ATO Tokyo E-mail: Nobuo.Haruta@usda.gov
TBD	Ralse American Fair	Ralse	Sapporo	N. Haruta, ATO Tokyo E-mail: Nobuo.Haruta@usda.gov
TBD	American Fair	Tokyo Store	Kanazawa	N. Haruta, ATO Tokyo E-mail: Nobuo.Haruta@usda.gov
TBD	American Fair	Maruman Store	Tokyo	N. Haruta, ATO Tokyo E-mail: Nobuo.Haruta@usda.gov
TBD	American Fair	Universe	Aomori	N. Haruta, ATO Tokyo E-mail: Nobuo.Haruta@usda.gov
TBD	American Fair	Cowboy	Sapporo	N. Haruta, ATO Tokyo E-mail: Nobuo.Haruta@usda.gov
TBD	American Fair	York Benimaru	Fukushima	N. Haruta, ATO Tokyo E-mail: Nobuo.Haruta@usda.gov

Hotel, Restaurant & Institutional Activities

ATO/Tokyo and ATO/Osaka organize teams of U.S. Cooperators and agents to meet with key buyers from targeted food service companies, such as hotel restaurants, family-style chain restaurants, and food service wholesalers. Following is a list of upcoming business meetings and buyer showcases:

Business Meetings, Buyer Showcases & Wholesaler Shows: Food Service				
Date	Event/Description	Target	Location	Contact
April	ATO/Tokyo-organized Great American Regional Cuisine ("GARC") theme Single-Buyer Showcase	Buyers from a leading dining chain store operator	Tokyo	M. Otsuka, ATO Tokyo E-mail: Masayuki.Otsuka@usda.gov
	Comments: Cooperators and Agents will have the opportunity to meet with a specific food service buyer to introduce their latest food service products and menu concepts.			
TBD	Same as above	Same as above	Tokyo	M. Otsuka, ATO Tokyo E-mail: Masayuki.Otsuka@usda.gov
9/7-8	ATO/Osaka-organized U.S. Pavilion at Toho Food Service Fair	Toho wholesale customers	Fukuoka	A. Harima, ATO Osaka E-mail: Akemi.Harima@usda.gov
	Comments: Toho Co. Ltd. is a wholesaler that specializes in the restaurant business with over \$1.4 billion in annual sales and provides a good opportunity for U.S. food suppliers to expand into the food service industry in Japan. U.S. products to be exhibited at the shows should be ready for sales in the Japanese market, as the exhibitors will be required to provide samples and follow-up immediately after the shows. However, Toho Co., Ltd. is capable of direct imports and provides opportunities for U.S. food manufacturers that can meet its specifications.			
10/19-20	ATO/Osaka-organized U.S. Pavilion at Toho Food Service Fair	Toho wholesale customers	Osaka	A. Harima, ATO Osaka E-mail: Akemi.harima@usda.gov
	Same as above			
Nov.	ATO/Osaka-organized Cooking Seminar	Professional chefs in Kinki	Osaka	A. Harima, ATO Osaka E-mail: Akemi.harima@usda.gov
	Comments: ATO Osaka plans to hold an American Regional Cuisine Cooking Seminar in conjunction with Osaka Chef Association and a renowned cooking school in Osaka to introduce American regional cuisine and use of American food ingredients for 100 professional chefs in Kinki region. ATO Osaka plans to contract an American chef who is knowledgeable of American regional cuisine and has experience in cooking demonstration and presentations of American food for the seminar. American food products that are commercially available in Japan can be introduced during the seminar and presentation.			

In addition, ATO Japan sponsors American fairs and other food service promotions at cooperating restaurants, hotels and institutional settings. The following is a list of current and upcoming events:

American Fairs & Promotions: Food Service			
Date	Event/Description	Location	Contact
March-May	Great American Food Train	Shinano Railway trains	M. Otsuka, ATO Tokyo E-mail: Masayuki.Otsuka@usda.gov
*Other promotions have been postponed until resolution of current trade issues.			

III. OTHER PROMOTIONAL ACTIVITIES

Great American Food News: Issue #21, March, 2004. *Great American Food News*, the only FAS/Japan publication written in Japanese, targets a wide Japanese audience with a positive message about the safety, healthiness, and rich variety of U.S. food products. Each issue is disseminated to more than 4,500 government, media, and trade contacts. In addition, approximately 5,000 copies of the newsletters are distributed each year at major food shows, press conferences, ATO food promotion activities and seminars. For more information, contact J. Noguchi, ATO Tokyo, e-mail: juri.noguchi@usda.gov

Japanese Foodservice Mission for NRA: The buyers mission to NRA in Chicago in collaboration with MIATCO. This year, two Japanese foodservice buyers will be accompanied to Chicago as part of ATO Tokyo's collaboration with MIATCO to participate in their Foodservice Buyers' Mission that takes place in conjunction with the National Restaurant Association Show (May 20th thru the 25th).

"Pet Food Showcase in Japan": ATO/Osaka is organizing a pet food showcase in Japan in June 2004 (Specific date will be announced in the near future). The showcase is designed to expand the opportunity for U.S. pet food suppliers/makers to meet with the potential Japanese pet food buyers. Any U.S. suppliers, makers, Japan importers or agents interested in the promotion should contact Ms. Ritsuko Nomura, ATO Osaka. E-mail: Ritsuko.Nomura@usda.gov

Japanese Retail Buyers Mission to Fancy Food Show: As part of Post Collaborative Activity with Food Export USA this year, ATO Tokyo will send a group of Japanese upgrade supermarket buyers to source U.S. high valued processed food products at Fancy Food Show in New York during June 27-29. ATO Tokyo will closely work with Food Export USA in terms of schedule of the mission, trade meetings and associated activities to maximize the effectiveness and results of the mission. Nobuo.Haruta@usda.gov

Buying Mission of Japanese Food Processors to IFT: ATO Osaka is planning to recruit key Japanese food processors to attend the IFT show that will be held in Las Vegas from July 13-16 in Las Vegas. ATO Osaka plans to work with WUSATA to organize one-on-one meetings with U.S. food ingredients manufacturers that will meet the product interests of the participants. Companies that are interested in meeting with Japanese food processors should contact Akemi.harima@usda.gov.

"AmeriGarden Fair" at Garden Centers in Japan: The Southern United States Trade Association (SUSTA) is organizing "AmeriGarden Fair" in fall in northern Japan at 2 to 3 garden centers where seasonal quality and diversity of products available from the United States will be displayed and be marketed to attract Japanese consumers. For more information, contact: Ms. Jane Storrs, State of Maryland, Department of Agriculture, Tel: 410-841-5770, Fax: 410-841-5987, e-mail: StorrsJM@mda.state.md.us

Virtual "Great American Food Market" for Japanese Buyers, Japanese language web site for ATO Japan (www.greatamericanfood.info): ATO Osaka has successfully launched a new business-to-business web site where Japanese buyers are able to search and browse for American food products already commercially available in Japan as well as for American food products that are new to the market and looking for Japanese importers. The site has recorded over 430,000 access hits during the first year. Both ATOs are currently recruiting Japanese agents and importers who handle American food products as well as U.S. food suppliers who are looking for Japanese partners. Anyone who is interested in participating should contact Akemi.harima@usda.gov or the office of GAF market at office@greatamericanfood.info

"What Are GMO Foods?" Brochure: ATO Tokyo and the Office of Agricultural Affairs in Tokyo have developed an easy-to-understand Japanese language brochure to educate Japanese consumers about the safety of GMO food products. Working in cooperation with the International Life Sciences Institute, the brochure has been disseminated to Japanese supermarket retailers and the broader food industry as a means of increasing their customers' awareness on the subject. It is also available to consumers and the trade at all ATO-sponsored promotional events. Any Japan cooperators, importers or agents interested in obtaining copies of the brochure should contact J. Noguchi, ATO Tokyo, e-mail: juri.noguchi@usda.gov

Food Safety Handbook: ATO Tokyo published the 3rd revised edition of our Food Safety Handbook which is designed to promote the safety of U.S. food products by educating the Japanese food retailers, wholesalers, food service people and ultimately consumers. The handbook is a good source of information about the U.S. food safety system and the safety of U.S. food products. For more information, contact J. Noguchi, ATO Tokyo, e-mail: juri.noguchi@usda.gov

IV. CONTACT INFORMATION

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